

UPCOMING TRADE EVENTS

APRIL - OCTOBER 2002

DATES	EVENT	LOCATION
April 10 – 13	Bologna Children's Book Fair The Bologna Children's Book Fair is the largest such event in the world. It features both books and multimedia (CD's, video-tapes, cassette tapes) materials. There have been two U.S. pavilions for years, one in the book section of the fair and one in the multimedia section. The U.S. Book Display, located in the book Pavilion and organized by the U.S. Department of Commerce in Washington, is designed to provide small publishers who do not wish to attend in person an opportunity to exhibit their publications.	Bologna, Italy
May 7 – 9	Giftware, Homeware and Furnishing International This show is tailored to the Australian market but attracts importers, wholesalers, agents and retailers from all over the Western Pacific Rim, including New Zealand and the Asia Pacific region. The show is a terrific opportunity to obtain exposure and attract interest of distributors in a hot market.	Melbourne, Australia
May 8 – 9	MoneyWorld Asia 2002 This annual show features over 50 exhibitors from Hong Kong, China and Asia's financial institutions, displaying a comprehensive range of financial services, such as consumer and corporate banking, equity investment, fund management, commodities and forex trading. The fair itself provides an ideal platform for industry professionals, corporate and individual investors to access numerous money-related products and financial services and also to encourage the exchange of ideas and information on investment strategies and incentives. The fair attracted almost 18,000 visitors last year.	Hong Kong, China
May 9 – 12	Interzoo 2002 Interzoo, sponsored by the German pet industry association, proved its importance once again in 2000 as the world's largest pet supplies trade fair. There were over 1,000 exhibitors from 44 countries and more than 21,000 trade visitors. U.S. companies may display product literature at this event through our trade specialists.	Nuremberg, Germany
May 12 – 21	Medical Mission to Central Europe Poland, Hungary and the Czech Republic represent over 60 million people and a combined medical market of \$1.3 billion. The regulatory environment is one of the most important elements for U.S. medical device exporters. As these three markets prepare for EU accession, U.S. exporters will find a much improved regulatory environment.	Poland, Hungary, Czech Republic
May 16 – 18	Natural Products Asia 2002 Very few of the natural products available in the United States are available in China, Taiwan, Hong Kong, Singapore or Japan, primarily because U.S. companies have not yet had the opportunity to introduce their products into these markets or connect with Asian distributors. This fair will allow U.S. companies in the natural products industry to establish ties, perform market research and demonstrate their products to buyers in Asia.	Hong Kong, China
May 20 – 24	Sporting Goods Matchmaker The Matchmaker will target the sporting goods industry including clothing, footwear and equipment. The focus of the delegation will be to match U.S. companies with qualified agents, distributors, representatives, licensees, and joint venture partners in the sporting goods market.	Madrid, Spain; Milan, Italy
May 29 – June 1	Australia's International Engineering Exhibition AIEE is the largest trade show of its kind in Australia aimed at the manufacturing/engineering sector. The U.S. Department of Commerce is organizing a product literature center at this major event. The product literature center provides a cost effective method for U.S. companies to explore the Australian market.	Sydney, Australia
June 3 – 7	ACE/Infrastructure Matchmaker A traditional Matchmaker, which will provide two days of one-on-one, prescreened appointments to participants at each stop. Briefings and hospitality events, and full logistical support will also be provided in each market.	Spain, Morocco
June 14 – 15	Fieldays Fieldays is New Zealand's leading agriculture, floriculture and horticulture trade event. The exhibition hosts more than 900 exhibitors and is attended by over 110,000 visitors. Exhibitors participating in Fieldays generate approximately \$65 million in sales from the event.	Wellington, New Zealand
June 15	Seoul International Book Fair 2002 Seoul International Book Fair (SIBF) is Korea's largest book fair organized by the Korean Publishers Association (KPA) and regarded as an important cultural event. Exhibitors will gain exposure of books or catalogs to publishers, book sellers, educators, librarians, agents and distributors.	Seoul, South Korea

INDUSTRY	CONTACT INFORMATION
----------	---------------------

Books/Periodicals	Edward Kimmel Tel: (202) 482-3640 Email: Edward_Kimmel@ita.doc.gov
-------------------	--

Housewares and Giftware	Jacob Miller Tel: (202) 482-0380 Email: Jacob_Miller@ita.doc.gov
-------------------------	--

Financial Services	Alice Lai Tel: (852) 2521-4638 Email: Alice.Lai@mail.doc.gov
--------------------	--

Pet Supplies	Edward Kimmel Tel: (202) 482-3640 Email: Edward_Kimmel@ita.doc.gov
--------------	--

Medical Equipment	Valerie Barth Tel: (202) 482-3360 Email: Valerie_Barth@ita.doc.gov
-------------------	--

Natural Products	William Corfitzen Tel: (202) 482-0584 Email: William.Corfitzen@mail.doc.gov
------------------	---

Sporting Goods and Recreational Equipment	Monica McFarlane Tel: (202) 482-3364 Email: Monica.McFarlane@mail.doc.gov
---	---

Machine Tools, Process Controls, Industrial Robotics	Richard Reise Tel: (202) 482-3489 Email: Richard_Reise@ita.doc.gov
--	--

Architectural Construction and Engineering Ser.	Molly Costa Tel: (202) 482-0692 Email: Molly.Costa@mail.doc.gov
---	---

Agricultural Machinery and Equipment	Janet Coulthart Tel: (644) 462-6002 Email: Janet.Coulthart@mail.doc.gov
--------------------------------------	---

Books/Periodicals	Mitchel Auerbach Tel: (82 2) 397-4655 Email: Mitchel.Auerbach@mail.doc.gov
-------------------	--

HIGHLIGHTED EVENTS

SECRETARIAL BUSINESS DEVELOPMENT MISSION TO CHINA

APRIL 21 – 25, 2002
BEIJING AND SHANGHAI, CHINA

Secretary of Commerce Donald L. Evans will lead a senior-level business development mission to Beijing and Shanghai, China, on April 21-25, 2002, in conjunction with the 14th session of the U.S.-China Joint Commission on Commerce and Trade (JCCT) to be held in Beijing the week of April 21, 2002.

The focus of the mission is to help U.S. businesses explore trade and investment opportunities resulting from China's accession to the World Trade Organization and related economic changes. The mission will highlight the expanding U.S.-China economic and trade relationship as well as reaffirm U.S. Government support of China's economic reforms and free market growth. The delegation will include approximately 15 U.S.-based senior executives of small, medium and large U.S. firms representing, but not limited to, the following key growth sectors: information technology, telecommunications, clean energy and environmental technology, medical products, and construction equipment and services.

Contact:
Office of Business Liaison
Room 5062
Department of Commerce
Washington, D.C. 20230
Tel: (202) 482-1360
Fax: (202) 482-4054
Mission Web Site: www.doc.gov/chinatrademission

EXPO MEDICA HOSPITAL 2002

MAY 22 – 24, 2002
MEXICO CITY, MEXICO

Expo Medica Hospital is the leading medical hospital exhibition in Mexico. Attendance was over 700 professional visitors in 2000. The show has had a 35 percent annual increase in visitors over the past 3 years. Expo Medica Hospital is endorsed by the Mexico Hospital Associations, which holds the annual congress meeting at this show. The show also features "the hospital of the future," a special exhibition area where state-of-the art equipment is showcased. According to a survey taken by the show organizers, companies attending the 2000 show reported an average short-medium-term sales achieved of \$441,000. Over 90 percent of show visitors reported they had purchasing power.

Contact:
Lisa Huot
Tel: (202) 482-2796
Email: Lisa_Huot@ita.doc.gov

DATES	EVENT	LOCATION
June 18 – 21	Communic Asia 2002 Communic Asia is the largest regional Information Technology show, attracting over 38,000 visitors.	Singapore
June 18 – 20	SMT-Hybrid Packaging 2002 SMT-Hybrid Packaging 2002 is an exhibition for system integration in micro-electronics. A full spectrum of innovative products from state-of-the-art production processes, through advanced packaging technologies, electronic systems, PCBs, test systems, design automation, components and technologies will be displayed.	Nuremberg, Germany
June 25 – 28	Asian Securitex U.S. companies may test foreign markets, develop sales leads and locate agents or distributors through American Products Literature Centers sponsored by the Commerce Department. They feature displays of U.S. product catalogs, sales brochures, and other graphic sales aids in conjunction with trade shows abroad. Commerce staff provide each company with sales leads and a visitors list of foreign buyers attending the event. This is very cost effective for smaller companies new to a foreign market to introduce their products and services.	Hong Kong, China
July 10 – 12	PALA 2002 PALA 2002, Asia's largest entertainment technology exhibition, will feature a U.S. pavilion. PALA 2002 is an opportunity for U.S. firms to showcase professional audio and lighting equipment, studio sound and broadcast equipment, music and special effects technologies, multimedia and networking solutions and DJ services.	Hong Kong, China
July 18 – 20	Asia Comm/Expo Comm Thailand The ninth international telecommunications, networking, IT and wireless technology exhibition and conference for Thailand and Indochina.	Bangkok, Thailand
July 22 – 28	Farnborough International 2002 Farnborough is the second largest and among the most prestigious shows in the world for the aerospace industry. The 2000 show was the most successful ever and recorded orders totalling \$26.7 billion. The show site was expanded to accommodate 1,325 exhibitors from 32 countries, with 50 official delegations attending during the five days.	Farnborough, United Kingdom
August 3 – 6	ISPO Summer 2002 Each year at the ISPO Summer in Munich, the sports equipment and fashion industry sets the tone for the following summer season in sports articles and sports fashion. Exhibitors from over 40 countries present their range of products, focusing on both summer and non-seasonal sports.	Munich, Germany
August 25 – 31	Aerospace Trade Mission The Office of Aerospace will lead an aerospace mission to Vietnam. Vietnam offers substantial market opportunities for aerospace companies, and is one of the more attractive markets in Asia. The mission will include representatives from a variety of U.S. aerospace firms interested in gaining a foothold in the fast-growing Vietnamese aerospace market. The program's goals are to gain first-hand market information and to provide access to key government officials and potential business partners for U.S. aerospace firms desiring to expand their presence in Vietnam.	Hanoi and Ho Chi Minh City, Vietnam
September 7 – 10	Decosit 2002 Exhibition Decosit is the major international trade show for upholstery textiles with a total of 380 exhibitors from 31 countries. Over 50 U.S. companies exhibit at this event, which in 2000 attracted 13,600 visitors from over 100 countries. At Decosit 2000, the nine American companies on the U.S. pavilion reported \$2.2 million in sales and projected \$2.8 million in one-year sales.	Belgium, Brussels
September 25 – 27	Mexican Manufacturing Week 2002 Mexican Manufacturing Week is Mexico City's premier manufacturing trade show — the only event specializing in solutions for every aspect of the manufacturing process: management, engineering, production, assembly, quality control, and maintenance. U.S. companies may test foreign markets, develop sales leads and locate agents or distributors through U.S. Products Literature Centers sponsored by the Commerce Department. They feature displays of U.S. product catalogs, sales brochures, and other graphic sales aids in conjunction with trade shows abroad. Commerce staff provide each company with sales leads and a visitors list of foreign buyers attending the event. This is very cost effective for smaller companies new to a foreign market to introduce their products and services.	Mexico City, Mexico
September 26 – 29	Aquatech 2002 Aquatech is one of the largest and most important events in the water sector — and draws not only Europeans but a worldwide audience. American Products Literature Center offers smaller companies new to Europe a very cost-effective market introduction — and contact with potential representatives.	Amsterdam, Netherlands

INDUSTRY CONTACT INFORMATION

Telecom
Equipment and
Services William Corfitzen
Tel: (202) 482-0584
Email: William.Corfitzen@mail.doc.gov

Electronics
Industry Products,
Electronic
Components Marlene Ruffin
Tel: (202) 482-0570
Email: Marlene_Ruffin@ita.doc.gov

Safety and
Security
Equipment Howard Fleming
Tel: (202) 482-5163
Email: Howard_Fleming@ita.doc.gov

Entertainment
techn., broad-
casting, audio/
visual equip-
ment& service. Fanny Chau
Tel: (852) 2521-3721
Email: Fanny.Chau@mail.doc.gov

Tele-
communications William Corfitzen
Tel: (202) 482-0584
Email: William.Corfitzen@mail.doc.gov

Aircraft, Parts,
Ground Support
Equip., Defense
Industry Equip. Anthony Largay
Tel: (202) 482-6236
Email: Anthony_Largay@ita.doc.gov

Sporting Goods
Equipment and
Apparel Amanda Ayvaz
Tel: (202) 482-0338
Email: Amanda_Ayvaz@ita.doc.gov

Aircraft, Aircraft
Parts, Ground
Support
Equipment Mara Yachnin
Tel: (202) 482-6238
Email: Mara_Yachnin@ita.doc.gov

Textile Fabrics Rachel Anne Alarid
Tel: (202) 482-5154
Email: Rachel_Alarid@ita.doc.gov

Materials
Handling
Machinery,
Machine Tools,
Process Controls Graylin Presbury
Tel: (202) 482-5158
Email: Graylin_Presbury@ita.doc.gov

Water Resources
Equipment/
Services Anne Marie Novak
Tel: (202) 482-8178
Email: AnneMarie_Novak@ita.doc.gov

**ASSISTANT SECRETARIAL BUSINESS
DEVELOPMENT MISSION TO ITALY &**

**JULY 6 – 15, 2002
ROME AND MILAN, ITALY;
BARCELONA AND MADRID, SPAIN**

Assistant Secretary of Commerce and Director General (AS/DG) of the U.S. and Foreign Commercial Service Maria Cino will lead a senior-level business development trade mission focusing on women or minority-owned and/or – managed businesses to Rome and Milan, Italy, and Barcelona and Madrid, Spain. This Business Development Mission is being organized to coincide with the Global Summit of Women, to be held on July 11, 12 and 13, in Barcelona, Spain. The Global Summit of Women will bring together many high-level female private and public sector participants from around the world. While the trade mission and summit focus on women or minority-owned and/or managed companies, participation in the mission is not limited to such businesses and all interested U.S. companies are encouraged to apply to this four-city two country trade mission.

The overall focus of the trip will be commercial opportunities for U.S. companies, including joint ventures and export opportunities, in the thriving markets of Spain and Italy. In Rome, Milan, Barcelona and Madrid, the participants will have one day of one-on-one business meetings with potential buyers/partners. The Barcelona portion of the trip will also include participation in The Global Summit of Women.

Contact:
Selina Marquez
Tel: (202) 482-4799
Email: Selina.Marquez@mail.doc.gov

GOLF EUROPE

**SEPTEMBER 30 - OCTOBER 2, 2002
MUNICH, GERMANY**

Golf Europe is a specialized show for golf course operators — last year some 5,500 trade-only buyers from 47 countries — and the key event that fuels Europe's golf market. Germany itself is the fastest growing and fifth largest foreign market for U.S. golf equipment. Focus on golf equipment, accessories, apparel and other golf-related products. U.S. companies may test foreign markets, develop sales leads and locate agents or distributors through American Products Sample & Literature Centers sponsored by the Commerce Department. They feature displays of U.S. product samples, catalogs, sales brochures, and graphic sales aids in conjunction with trade shows abroad. Commerce staff provides each company with sales leads of foreign buyers attending the event. This is very cost effective for smaller companies new to a foreign market to introduce their products and services.

Contact:
Amanda Ayvaz
Tel: (202) 482-0338
Email: Amanda_Ayvaz@ita.doc.gov